**MATERIAL DESIGN PRINCIPLES**

What is Material Design?

“We challenged ourselves to create a visual language for our users that synthesizes the classic principles of good design with the innovation and possibility of technology and science. This is material design.”

Google.

Visual Language

A visual language is a system of communication using **visual** elements.

In an increasingly digital world we’re communicating more with images and less with words. Images are superseding words as our primary form of communication. On Instagram alone, 20 billion photos have been uploaded since 2010. Many of us employ visual language, often without realizing it.

There were some Goals and Principles that the people at Google had in mind when developing Material Design (MD).Let us have a look to get more information to get some more information on what MD is

**The Goals:**

“Create a visual language that synthesizes classic principles of good design with the innovation and possibility of technology and science.”

“Develop a single underlying system that allows for a unified experience across platforms and device sizes. Mobile precepts are fundamental, but touch, voice, mouse, and keyboard are all ﬁrst-class input methods.”

**The Principles:**

**1. Material is the metaphor**

Material is a 3d space environment where everything in this new language is brought to life. MD uses aspects like shadows emphasize the ability to recreate actual physical looks and feels. MD enables this material to bend to the users will and imagination easier than before. This opens doors to the creation of brilliant stuff.

**2. Bold, graphic, intentional**

Bright colours, high contrast and funky patterns are just but a few of the things MD is packed with to add onto the user experience. Integration of these elements into the creation of websites and other user intensive platforms definitely puts the 'visual' in “visual language”.

### **3. Motion Provides Meaning**

### MD gives control to the user as the prime mover. The introduction of UX animation, curved motion, apps being responsive to user input including touch and vocal all tie together the user experience in a beautiful bow.

### Multiple resources are available: fonts, colour palettes, layout templates, icons etc.